

Qualitative analysis of HHS Office of Adolescent Health web content and social media channels.



Project Title	Qualitative analysis of HHS Office of Adolescent Health web content and social media channels.
Project Summary	The virtual intern will help the Office of Adolescent Health analyze its current site navigation, newly developed web content and social media messaging to recommend ways to make it more adolescent and young adult friendly.
Country	United States
Country/Region of Focus	United States

Project Description

The Office of Adolescent Health, in the U.S. Department of Health and Human Services is looking for a creative and outcome driven virtual intern to lead qualitative analysis of the OAH website and social media channels from an adolescent and young adult perspective. While OAH’s primary audience is professionals who work with adolescents, OAH is aware adolescents and young adults utilize the site frequently. Virtual interns are uniquely positioned to analyze OAH communications efforts from an adolescent and young adult perspective and recommend potential changes.

The intern will review and analyze the web and social media content. With the help of an OAH mentor, the intern will plan informal user testing of OAH content. This may include recruiting classmates for informal focus groups or other methods. The intern will compile and analyze the qualitative data collected and draft two reports with recommendations – one focused on web content and one on social media content. The reports will be reviewed by OAH staff for possible integration into OAH strategic communication planning.

Required Skills or Interests

Skill(s)

Analytical writing

Editing and proofreading

Research

Social media management

Writing

Additional Information

<https://www.hhs.gov/ash/oah/>

<https://twitter.com/TeenHealthGov>

https://www.youtube.com/user/TeenHealthGov?sub_confirmation=1

Language Requirements

None